

REP HEADLINE# 6301847
*** UNAPPROVED REV #1 ***

REP# TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK ! ! !
ORDER WORKSHEET HARRIS REPORT FROM REP SEP7/12 16-54
*** CHANGES** *** WFSB-TV ***

ADV # ADV. NAME POLI/L MCMAHON/R/SEN/CT REP. # OFF. # SALESMAN #
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ANNE BRAUNSHEIDEL
600 FAIRMOUNT AVENUE, SUITE 306
TOWSON, MD 21286

ORDER # CONTRACT # 6301847 CLASS: NATL. LOCAL REGIONAL (1)
PRDCT MCMAHON ! ! GFSB!! EST# 1297 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES SEP4/12 SEP10/12 WK-1
CITY TAX STATE TAX CO-OP BILLING NEEDED
DATE SEP7/12 16-54

REP: REVISED ORDER
ZEROED LN 12
NEW TTL 1595
PLS CFM
THANKS, MIKE FOR HEATHER

CON CM IDB #1021 TV INVOICES #9912736 LINDA MCMAHON FOR SENATE 2012
***** THIS IS FOR GFSB*****

: LINE#	: REP	: CD:	TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	: SPOTS:	WEEK :	DAY	: TOTAL:	: SPOTS:
AGENCY ADVERTISER CODE =	AGENCY PRODUCT CODE =	AGENCY EST# = 1297											
12 S 1000P-1100P	30	\$400.00	9/6	9/6	0	0	THU	O					
PROGRAM : DNC CONVENTION	CON COM: DNC CONVENTION												
SEP/12 \$1,595.00													
												CONTRACT TOTAL \$1,595.00	
												TOTAL SPOTS 24	

REP HEADLINE# 6301847
*** UNAPPROVED REV #1 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !:
ORDER WORKSHEET HARRIS REPORT FROM REP SEP7/12 16-54
*** CHANGES*** *** WFSSB-TV ***

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS :TOTL:
:LINE#: : : : : : : DATE : /WK: INV: : :SPTS:

MARKET TOTALS \$146,301 WFSSB 40% WTNH 18% WVT 25% WTIC 13% WCTX 2% WCCT 0% WHPX 0%
SHARES ARE ESTIMATED; GFSS HAS BEEN ENTERED UNDER CABL

SVC- NSI BOOKS- AUG/12
DEMO- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT



WFSB Fairfield County
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #
491858 /	06301847
Product	
MCMAHON IIGFSBII	
Contract Dates	Estimate #
09/04/12 - 09/10/12	1297
Advertiser	Original Date / Revision
McMahon for Senate	09/10/12 / 09/10/12
Billing Cycle	
EOM/EOC	Broadcast
Station	Account Executive
GFSB	Heather Uttley
Special Handling	
Demographic	
Adults 35+	
IDB#	Advertiser Code
1021	
Agency Ref	Advertiser Ref

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
										NM			
1	GFSB	09/06/12	09/06/12	6AM-6:30AM Eyewitness Nev	6AM-6:30AM		:30			NM	1	\$45.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	---	1---				1	\$45.00				
2	GFSB	09/04/12	09/06/12	6:30AM-7AM Eyewitness Nev	6:30AM-7AM		:30			NM	2	\$120.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	--T--T--	--T--T--				2	\$60.00				
3	GFSB	09/07/12	09/07/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	1	\$40.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	----1--	----1--				1	\$40.00				
4	GFSB	09/05/12	09/07/12	Eyewitness News at Noon	12PM-12:30PM		:30			NM	2	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	--W-F--	--W-F--				2	\$50.00				
5	GFSB	09/04/12	09/04/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM		:30			NM	1	\$90.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-1-----	-1-----				1	\$90.00				
6	GFSB	09/04/12	09/04/12	7PM-7:30PM	7PM-7:30PM		:30			NM	1	\$90.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-1-----	-1-----				1	\$90.00				
7	GFSB	09/06/12	09/06/12	7:30PM-8PM	7:30PM-8PM		:30			NM	1	\$90.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	---1---	---1---				1	\$90.00				
8	GFSB	09/04/12	09/04/12	5AM-5:30AM Eyewitness Nev	5AM-5:30AM		:30			NM	1	\$25.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-1-----	-1-----				1	\$25.00				
9	GFSB	09/04/12	09/07/12	5:30AM-6AM Eyewitness Nev	5:30AM-6AM		:30			NM	2	\$70.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	-T---F--	-T---F--				2	\$35.00				
10	GFSB	09/07/12	09/09/12	M-SU Eyewitness News @ 1	11PM-11:35PM		:30			NM	2	\$130.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	09/03/12	09/09/12	----F-S	----F-S				2	\$65.00				
11	GFSB	09/04/12	09/04/12	NCIS: LA				9PM-10PM		:30	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB Fairfield County
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

Contract / Revision	Alt Order #	
491858 /	06301847	
Contract Dates	Product	Estimate #
09/04/12 - 09/10/12	MCMAHON !!GFSB!!	1297
Advertiser		Original Date / Revision
McMahon for Senate		09/10/12 / 09/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week							
Week:		09/03/12	09/09/12	-1-----	1							
N 12	GFSB	09/06/12	09/06/12	National Conventions	10pm-11pm		:30			NM	0	\$0.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:		09/03/12	09/09/12	---1---	1							
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	GFSB	09/03/12-09/09/12	National Conventions	10pm-11pm	-----Th-----	:30		\$400.00	NM		
				Credited								
13	GFSB	09/08/12	09/08/12	SA Eyewitness News	6AM-7AM		:30			NM	1	\$20.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:		09/03/12	09/09/12	-----1-	1							
14	GFSB	09/08/12	09/08/12	SA Eyewitness News	7AM-9AM		:30			NM	1	\$35.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:		09/03/12	09/09/12	-----1-	1							
15	GFSB	09/08/12	09/08/12	SA 6pm-6:30pm EWN	6PM-6:30PM		:30			NM	1	\$35.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:		09/03/12	09/09/12	-----1-	1							
16	GFSB	09/09/12	09/09/12	SU Eyewitness News	6AM-7AM		:30			NM	1	\$20.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:		09/03/12	09/09/12	-----1	1							
17	GFSB	09/09/12	09/09/12	SU Eyewitness News	7AM-9AM		:30			NM	1	\$35.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:		09/03/12	09/09/12	-----1	1							
18	GFSB	09/10/12	09/10/12	6:30AM-7AM Eyewitness Nev6:30AM-7AM			:30			NM	1	\$50.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:		09/10/12	09/16/12	1-----	1							
19	GFSB	09/10/12	09/10/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	1	\$30.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:		09/10/12	09/16/12	1-----	1							
20	GFSB	09/10/12	09/10/12	5AM-5:30AM Eyewitness Nev5AM-5:30AM			:30			NM	1	\$20.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:		09/10/12	09/16/12	1-----	1							
21	GFSB	09/10/12	09/10/12	HIMYM/2 Broke Girls	8PM-9PM		:30			NM	1	\$300.00
		Start Date	End Date	Weekdays	Spots/Week							
Week:		09/10/12	09/16/12	1-----	1							

Totals

24 \$1,595.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	24	\$1,595.00	\$1,355.75
Totals	24	\$1,595.00	\$1,355.75

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.